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# THE EVOLUTION OF AN IDEA.

How a Journal Picture Was Turned Into a Clever Advertisement.

The Graphic Showing of How New York's Thirst Has Been Quenched

Appropriated to Show the Popularity of a Great Table and Mineral Water.

MODERN ADVERTISING METHODS.

Something About the Product and the History and the Powers of the Delicious Londonderry Lithia Water.

You never know where an idea will shine forth a second or a third time after once it is launched into the world through the medium of a newspaper, especially if the newspaper be one with a great constituency of readers and touching the popular heart so nearly as to receive special and particular attention and careful reading every day. I have published a graphic comparison of the quantity of the various drinks consumed in New York City, which is re-

of a statistical lesson is a very good object lesson in advertising. It illustrates better than columns of explanation could the tendency of the advertising methods of the day.

To attract the eye easily and agreeably, and then to make a flash-light impression upon the consciousness vivid enough to fix it there, as a photographer secures the sun-shadow to his sensitized paper, is the aim of the best advertisers.

This advertiser has accomplished this feat notably. What, says he, in his graphic pencil strokes, do the people drink? Beer, to be sure—millions of gallons of it; spirits also in great quantities, in the aggregate; of late years rivulets, rivers, lakes of bottled waters. Not as much bottled water as beer, but more than of spirits.

Of bottled waters—sparkling and still, mineral and gaseous, pure spring, and all other sorts, reckoned as one whole—more of one particular kind than of all others put together.

This particular premier, this queen of all the table waters, that ministers to good health while it quenches thirst, that seduces the drinker into robustness while it soothes and pleases his palate, that mingles so alluringly the duty one owes to his corporeal being with the desire to yield to pleasure, that insists upon doing good pleasantly—the whole story is told at a glance, and told more effectively than long disquisitions can tell it.

Here in New York, the greatest city in America, where men work at fever heat, and where all possible precautions must be taken to preserve the health and keep men's dynamic power up to the highest level of efficiency, what gentle yet effective aid to nature

the necessity for the use of a gentle restorative, a mild corrective, or a delicious table water to mitigate the torments of a hot Summer and avoid an impulse to order Londonderry Lithia.

But this is enough about the advertisement and the sermon it mutely preaches to advertisers. At this time and in this place there should be something said to complement the graphic suggestiveness of the advertisement.

As a table beverage par excellence nothing need to be said of the sparkling Londonderry, except that it is extensively used. It is one of those cases where "the proof of the pudding is in the bag." If it were not the chiefest among all the table waters it assuredly would not be drunk in such great and increasing quantities. What has caused its popularity simply as a beverage is that it is absolutely pure, has a delightful flavor, and, so the doctors say, neutralizes the effects of over-eating. It is a salve to one's conscience after a too hearty meal, and so it may be said to offer an excuse for the gourmet who may on occasion be tempted to lapse into the gourmand. It blends perfectly with wines and liquors, and is the favorite water used as a diluent by connoisseurs. A single bottle well used will explain the wonderful hold it has upon the public, if it is used in this manner, and if it is experimented with it is pretty certain to make converts in the proportion of one for each person who challenges its virtues.

When it comes to a consideration of the value of Londonderry as a medicinal and curative agent we touch upon a graver phase of the subject, but one that fortunately presents as many inducements for serious consideration as we have discovered pertaining to the subject regarded from the standpoint of pure gastronomic pleasure.

It has won the attention of the greatest physicians, and aroused the acute

mineral waters of the springs of the United States. I believe we have more potent waters in America than in any other country in the world. A notable instance of the latter we have in the Londonderry Lithia Springs Water, of Nashua, N. H.

"This water was a few years ago comparatively unknown; it is now used in thousands of cases by as many doctors. I have used it in large quantities in the last three years among my patients, and I find it most admirably adapted to all those classes of cases in which there is an excess of uric acid in the system. In my own case when there has been a tendency to gout (inherited) I find that many of its various and peculiar manifestations yield like magic under a persistent drenching of the system with the Londonderry Lithia Water. I find this not in the acute attacks when it involves the joints with inflammatory conditions, but in all those torturing sub-acute forms of the disease which are so aggravating and distressing to the patient. The mistake that is usually made is, that the dose is too small as ordinarily given; the system must become saturated in order to eliminate successfully the uric acid.

"I have found it useful also in a variety of other diseases, viz., rheumatism, and in all the forms of kidney diseases, especially, it acts as a slusher and cleaner of that organ, paving the way for the healing action of other remedies which must be prescribed as indicated."

It is good to know what ails one when illness makes itself disagreeably apparent. It is about half the battle of the cure to know the nature of the affliction—how came you so, as it were. Then you know where to strike to get in a blow below the belt of your enemy. Doctors are now substantially agreed that an

excess of uric acid in the blood is productive of many disorders, some of which are of a very serious nature and not infrequently lead to death. This condition the doctors call lithemia, and of them discourses upon its symptoms and manifestations as follows:

"If it be true that Americans are a nation of 'nervous prostrates,' then common indeed is lithemia. Take, for instance, insomnia, a condition far from rare in city life, so frequently made worse by hypnotics, so quickly relieved when once the true cause is recognized—a sleeplessness due to derangement of the liver, producing lithemia. Then, again, megrim, so very common, is quickly relieved by the same agents as were so useful in insomnia, when the cause is rightly understood as simply a lithemic crisis. In acute tonsillitis, always found in subjects whose urine contains an excess of uric acid, I know of no treatment offering better results than sodium salicylate. Neuralgic pains, so annoying when due to an excess of uric acid; muscular rheumatism, a manifestation of lithemia; gravel, and the painful urethritis so often an accompaniment; and general pruritis, so often due to an excess of uric acid. Oftentimes palpitation and irregularity of rhythm of the heart are produced by the state of the blood; also the minor symptoms of disturbed action of the heart, such as giddiness and dimness of vision. The mal-products of digestion are positive depressant poison; hence lithemic patients present themselves as woful objects; they are in dread of apoplexy or are sure they are developing paresis, or they are insufferable cranks. The functions of the liver and kidneys are very closely related; so that what starts as a mere functional disorder of the liver will in time, if not checked, end in organic disease of the kidneys. Renal degeneration is a consequence

especially in the afternoon; the eyes congested. There may be aversion to mental or physical exertion; a sense of impending danger; irritable temper; indigestion, with all of its accompanying evils; rheumatism and neuralgic pains.

"There is another symptom, of class of symptoms, that must have a little more extended notice, as they are important in this connection, from the fact that they are usually referred to other causes, and come under the head of skin diseases. They are urticaria, or nettle-rash, some forms of eczema, and a condition that I will not name, but will try to describe in a few words. It consists of an intense itching that appears in the Fall, and disappears in the Spring with the return of warm weather. One woman always spoke of it as her 'Winter Itch.'"

This is sufficiently dispiriting, to be sure. It reads as though we were in for a pretty serious time when uric acid gets rampant "in our midst," as the orators are so fond of expressing it. Is there balm in Gilead, or in the whole range of the pharmacopoeia? Perhaps not, but hope need not be abandoned. There is still Londonderry Lithia Water, and while that famous spring holds out to flow the vilest trick of uric acid may be reduced to its proper condition of servitude, and confined in its activities to the duties assigned to it by nature. This same wise doctor continues:

"A word in regard to the use of mineral waters; experience proves they are beneficial. I have treated cases with and without the use of them, and have found the cases in which they were used improve most rapidly as a rule. I have enjoyed using the Londonderry Lithia Water because of its decidedly beneficial action in these cases."

Now we seem to have exploited the whole field of usefulness and pleasure

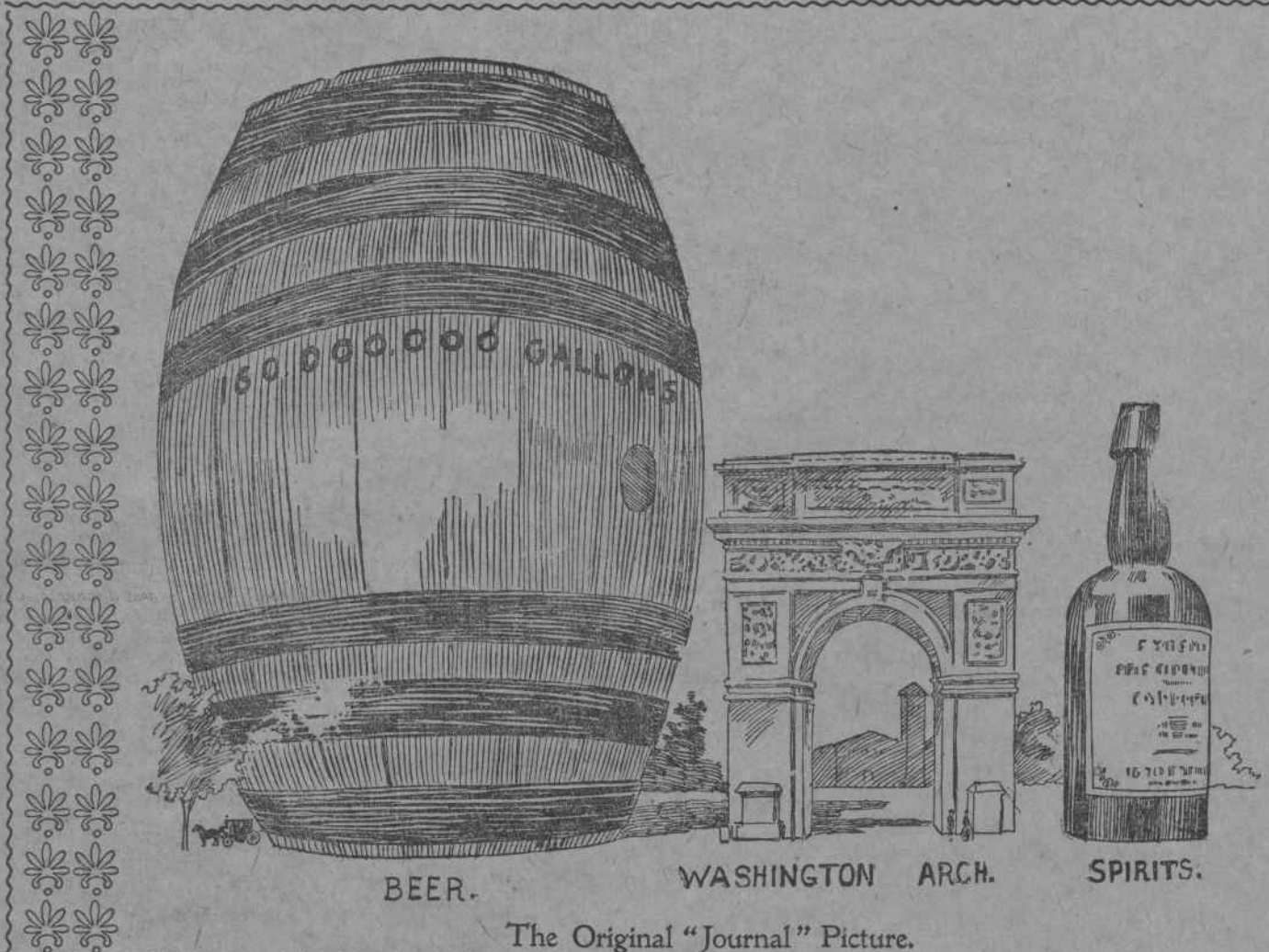
derry, where they were greatly benefited from the use of the water. I use the sparkling water on my table a great deal and like it very much as a palatable beverage. Shall continue to use and recommend the water as a valuable remedy in the uric acid diathesis and in general lithemia.

Hudson B. Bishop, M. D., formerly Prof. Diseases of the Kidneys and Bladder, Homoeopathic Hospital College, Cleveland, Ohio.

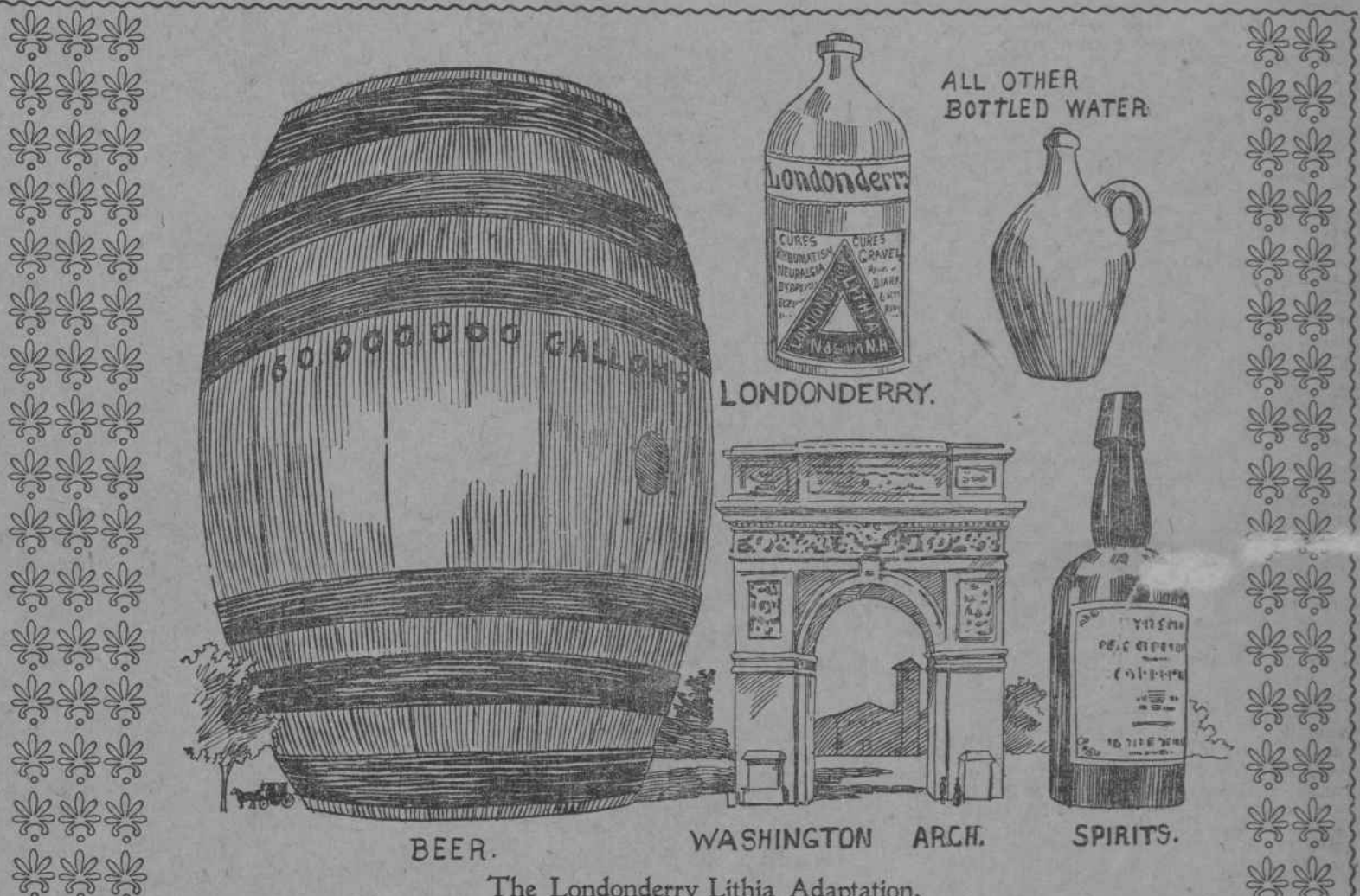
I have found the Londonderry Lithia Water to be of marked benefit in all conditions resulting from an imperfect oxidation of the proteid elements of the food-stuffs. A case of Lithaemic Neurasthenia recently came under my care, which owed its subsequent recovery to the persistent use of Londonderry Lithia and the proper nitrogenous diet. The case had been variously diagnosed as Cerebral disease, Apoplexy and Epilepsy. For three years the patient had been subject to seizures, during which she would partly lose consciousness. At times she experienced intense vertigo and cephalgia. There were motor disturbances of both upper and lower extremities. She also suffered from a Lithaemic Pharyngitis which at times prevented the taking of solid food. The face and extremities were markedly oedematous. An examination of the urine showed a large excess of uric acid. She was placed upon a strictly proteid diet, together with Londonderry Lithia, and has since fully regained her health.

Thos. Lothrop, M. D., Professor Obstetrics Med. Dept. Niagara University, Buffalo, N. Y.

It gives me pleasure to testify to the merits of Londonderry Lithia Water, which I have used in my practice to such an extent as to leave no doubt in my mind as to its potency. I deem it of special value in cases of uric acid diathesis, where I have found it a splendid solvent. The sparkling Lon-



The Original "Journal" Picture.



The Londonderry Lithia Adaptation.

produced on this page in order that the birth and aftercare of one idea may be the better illustrated.

The novel method of showing the volume of the liquors drunk in the greatest city in America attracted much attention. Among those who looked upon it with special interest was a shrewd and wide-awake advertising man, who has charge of the publicity department of a great business that depends largely upon constant reminders to the public of its existence and the benefit it may be to people who understand its product and use it with intelligent persistence.

The idea that the Journal sent out into the world crept insidiously into the consciousness of the bright advertiser, and there it fell upon rich soil. It took root, and almost as quickly as the Indian jugglers produce their famed orange trees from empty flower pots there sprung up another idea—the perfected fruit of the seed of the Journal's idea, produced by grafting upon it the complementary idea of the advertiser.

Thus there came into being the idea illustrated by the second picture herewith, which consisted of the Journal idea developed into something that promised to perform a service of a commercial nature. The idea that was designed to inform, maybe amuse, had been harnessed to the chariot wheels of commerce, put to work, made to earn money.

This little incident, trivial and of small consequence in itself, serves to illustrate one of the most significant and important developments in the commercial world, which is quietly revolutionizing and overturning, bringing new methods into use and relegating old processes and ideas to the lumber-room of tradition and memory.

The art of attracting attention to salable goods is coming to be considered to be of equal importance with the fact of the possession of merchandise to sell and of capital to conduct business.

How to advertise, and what constitutes effective advertising, is a problem that engages the attention of progressive men to a greater extent every year, and upon its solution depends the prosperity of such businesses as depend upon close contact with the masses of the people.

This clever adaptation of an interesting and valuable pictorial exposition

is the greatest favorite? Which, among all the suggestions of science, has proven itself the best suited to the purpose sought, and has demonstrated by its works that it has the power to perform all that is claimed for it?

This is what this clever advertiser has claimed for the Londonderry Lithia Water, and has put the whole story into a picture that can be swept in by the eye at a glance and fastened upon the memory of the reader of the newspaper in indelible fashion in an instant.

This is advertising. It is advertising in fact, the ideal exemplification of the ideal of advertising.

Is this making too much of an apparently simple matter?

It is the very fact of its simplicity, the gathering together of all the diffused rays of advertising intelligence by the intellectual sun-glass of an advertising inspiration, and focusing them upon the one glowing spot of graphic performance that makes it valuable as an advertisement and as an illustration of advertising methods that are beginning to make themselves felt as important and essential, which I have endeavored to indicate. Whoever sees this picture cannot fail to be impressed with the one fact it records, and with the causes that lie back of the fact and make it virile and important.

Somebody has intimated that effective advertising should be able to convey to the reader a sort of hypnotic suggestion—that an impression ought to be effected that will haunt the person who has been subjected to it and constantly urge him to take action in the line of the suggestion.

This is really the office of good advertising. If it does not have some such effect it is assuredly not good advertising. Some of the most successful advertisers study to produce this effect, to blazon their names upon the subconsciousness of the readers of newspapers so effectively as to bring them naturally forward as springs of action when needs are to be satisfied.

This advertisement performs such an office as this. It is not possible to scan a newspaper with the pictorial representation in it and avoid noticing it; and it is not possible to notice it, even in the most cursory fashion, without also realizing the force of the argument it presents for the Londonderry water.

It is scarcely more possible to feel

interest of the most noted writers upon medical topics. The conservative medical journals have given it generously of their space, and have treated it with all the deference and perspicuity they habitually bestow upon the gravest problems connected with medicine.

For more than a century this water has been doing curative work, proving itself especially effective in battling against rheumatism, gout, gravel and Bright's disease, as well as other forms of kidney difficulties. One result of this record is that a very great amount of expert interest has been aroused, and there have followed learned discussions such as very few other curative agents have succeeded in evoking. There have also flowed into the company controlling the Londonderry springs a constant volume of personal testimonials of the greatest value and significance.

Right here seems to be the proper place to refer to what so good an authority as the Pharmaceutical Era has said relative to the medicinal qualities of this water:

"So many able physicians have testified to the therapeutic value of Londonderry Lithia Water that a consideration of its value as disclosed by chemical analysis is superfluous. While such an investigation is interesting in giving us an inkling of Nature's processes in making combinations, its utility is in part with a study of anatomy and chemistry with a view of constructing a human being. The outward details might be seemingly perfect, but that indispensable condition—life—would be lacking. This comparison is really a statement of the difference between natural and artificial mineral waters, which is in no case more strikingly illustrated than by a trial between Londonderry Lithia and its imitations."

To clinch the matter while we are at it, let us take the evidence of one more authority; and this, with the preceding paragraph, may well be accepted as a summing up of the medical side of the question, so far as it relates to evidence of merit, since these journals may be regarded as voicing the opinion and experience of the profession they represent. In an editorial article the New England Medical Monthly took occasion to say:

"The profession is at last awakening to the realizing sense of the value of



of the long-continued elimination of products of faulty digestion through the kidneys; so that what originates as lithemia often terminates as uremia. It is well to remember that uric acid is a 'kidney irritant'; also that uric acid 'teases the whole urinary tract from the tubules of the kidney to the meats'; also that the excess of uric acid is a frequent cause of various ailments."

What about this uric acid, that is such a bane to humans, plaguing them so without provocation, and playing havoc with their happiness? It even threatens their lives on occasion, and will not be content to play its legitimate role unless it is subdued by Londonderry water—drowned into a condition of proper subservience, as it were. We must go to some high authority to get information about this malevolent influence that invades our blood, so here is what Dr. Wiest has to say:

"I firmly believe that when we know as much about uric acid and the role it plays in disease as we do about many other things we shall have the key to the prevention and cure of a great many troubles that are now taxing the ingenuity of the physician. We shall then treat a great many diseases intelligently and scientifically which we are now treating empirically. As an example of this, I will cite acute tonsillitis, the treatment of which has been almost entirely empirical. Now if we can prove tonsillitis to be caused by uric acid, which it certainly is, we can very soon tell how to treat it."

"When a patient comes to me with any of the following symptoms I immediately look for uric acid, and generally find it in sufficient quantities to cause the trouble: Intense headache, coming on either in the morning before rising or after dinner. The morning headache often passes off after the patient has been up and about his work a short time; the afternoon headache generally becomes easier or ceases altogether at evening. There may be a pain and a tired feeling in the back; a feeling of complete 'fogginess,' or of fullness, as the case may be, in the stomach or bowels, with extreme restlessness; 'blind staggers,' as the patients often call it; dizziness, whizzing lights before the eyes; temporarily disturbed vision; buzzing in the ears, with a sense of fullness in the head. Sometimes the face is flushed,

occupied by this matter. But we have not gone beyond the sum of the knowledge possessed by the last two or three generations of the dwellers in the New Hampshire town where the Londonderry Spring is located, and the vicinity. They have known the water, known about its medicinal properties, and used it in treating the diseases mentioned, for not less than a century.

This fact is, after all, fully as valuable as all that the doctors and chemists can tell us about the water. Who cares for scientific theories and deductions! Give us the record. Londonderry Lithia Water has been at work curing the good people of the Granite State for a hundred years.

So here we have been ploughing over the whole subject of the virtues and value of this table and medicinal water, the worth of which was shown so that a glance of the eye could take it in, by the advertisement that provoked this article. Has it been worth while?

It is surely well to examine into the whys and wherefores, and to squeeze the utmost drop of vital juice out of a subject that interests us. Not until we do this are we altogether content. The fact that so many people have chosen to drink Londonderry Water was vastly suggestive and interesting. Why did they choose this particular water?

We hope we have shown why in the foregoing paragraphs. If complete success has not been attained, however, all the information available may be obtained of the Londonderry Lithia Spring Water Company, whose post office address is Nashua, N. H.; of Charles B. Perkins & Co., 36 Kilby street, Boston; at the New York office of the company at 235 Broadway, or at the Philadelphia office, at 221 Dock street.

GEORGE FRENCH.

OPINIONS OF THE EXPERTS  
What Doctors Have Found Out About Londonderry Lithia Through Experience.

Geo. C. Jarvis, M. D., Hartford. Having used Londonderry Lithia Water in my practice during the past ten or twelve years, I can conscientiously say that I believe it is the best lithia water on the market. It was at my suggestion that several of my patients visited the spring at London-

derry is palatable and of value as a table water and a remedy for gout and stomach disorders. I prefer it to manufactured waters.

R. D. McArthur, M. D., Chicago, Ill. Nothing that I can say will add anything to the positive evidence that the application of Londonderry Lithia Water in practice has yielded. I can simply say that I have used it three years continuously in my practice. I have found it a valuable remedy in cases of kidney affections for the reason that it is a solvent. Lithia salts, of course, can be administered, but the natural water, in my practice at least, has proved of greater value than any agent I have been able to discover.

Joseph T. Cook, M. D., Buffalo, N. Y.

I have used Londonderry Lithia Water for some years and with much satisfaction. When uric acid is in excess in the system, and rheumatic affections of the joints are present, I almost invariably prescribe it with good results. Many of my cases of functional disorder of stomach and liver with tendency to passive congestion of cerebral circulation have undoubtedly been benefited by long use of the water. I use no other lithia water, since I get such uniform results from this one, and I am one of the persons who still clings to the ancient belief that Nature's laboratory cannot be improved upon or equalled by artificial efforts of man.

H. M. Jernegan, late Prof. of Surgery, Med. Dept. Boston University.

I have tested your Lithia Water in numerous cases where acid is not well eliminated from the system, and find that it acts exceedingly well. I believe that many cases of uric acid diathesis, which gives rise to Rheumatism, gout, and sooner or later to that form of kidney and bladder disease dependent upon uric acid, will be greatly benefited by a free use of the Lithia Water, and to such would recommend it as a table water. If liquors are to be used, no water is at once so agreeable for diluting them and so preventive of the bad consequences following their use. Londonderry Lithia Water is the water above all others for the man who lives well and drinks good wine.

Wm. Porter, Jr., M. D., Hartford, Conn.

I constantly prescribe Londonderry Lithia Water with great satisfaction to my patients and to myself. It is of great value in cases of uric acid diathesis by the kidneys from whatever cause.